



SORRENTO
CRICKET CLUB

Sorrento Cricket Club Sponsorship Prospectus 2026/27

About Sorrento Cricket Club

Sorrento Cricket Club is one of Victoria's oldest and most respected sporting clubs, proudly celebrating more than 130 years of history. Located in the heart of Sorrento—the busiest town on the Southern Peninsula and one of Victoria's premier holiday destinations—our club offers sponsors a unique opportunity to connect with a vibrant and influential community.

Our club fields five senior men's teams and operates a thriving junior program, with participation ranging from Woolworths Blasters through to Under 18s. Drawing players and families from schools and communities across the Mornington Peninsula, we play an important role in providing a safe, inclusive, and supportive environment where young people can develop their cricket skills and lifelong friendships.

A particular source of pride is our Senior Women's Team, now entering its third season. The continued growth of women's cricket at Sorrento represents an exciting chapter in our club's history, creating opportunities for female athletes to compete, develop, and inspire the next generation of girls to take up the game.

On the field, Sorrento competes in the highest division of the Mornington Peninsula Cricket Association (MPCA), with both our 1st XI and 2nd XI playing at the top level. Heading into the 2026/27 season, our coaching structure is stronger than ever, led by Club Coach and 1st XI Captain Jake Wood, supported by former international cricketer Dimitri Mascarenhas as Specialist Batting and Bowling Coach, Liam O'Connor as Leadership and Development Coach, and Adam Taylor as Women's Coach.

With strong player retention, quality recruitment, and an ambitious vision for the future, the season ahead promises exciting opportunities both on and off the field.

What truly sets Sorrento Cricket Club apart is our culture. From junior players taking their first steps in cricket to senior representatives competing at the highest level, we foster an environment built on teamwork, respect, development, and community spirit.

As a community sporting organisation, we rely on the support of valued sponsors to continue providing these opportunities. In return, we offer exceptional visibility, meaningful community engagement, and association with a proud, ambitious, and growing club.

Partnership Proposal

Your support will help Sorrento Cricket Club continue to invest in the future of cricket on the Mornington Peninsula.

For the 2026/27 season, our priorities include:

- Upgrading and improving training nets and facilities
- Investing in modern training equipment
- Supporting specialist coaching programs
- Providing development opportunities for junior coaches
- Enhancing pathways for junior, senior, and women's cricket

We are committed to ensuring our sponsors receive genuine value and exposure through a wide range of promotional opportunities, including:

- Logo placement on our new club website developed by Chill Digital Marketing
- Live match streaming through FrogBox
- Ground signage and scoreboard advertising
- Clubroom television displays and sponsor presentations
- Entrance board signage on Melbourne Road and Hotham Road
- Social media promotion across Facebook and Instagram
- Exposure through Play Cricket and local media coverage
- Naming rights opportunities within our new training net facilities

Our growing audience, strong community presence, and expanding digital reach provide sponsors with excellent opportunities to showcase their brand while supporting one of Victoria's most historic cricket clubs.

We would welcome the opportunity to discuss a partnership tailored to your business objectives.

For sponsorship enquiries, please contact:

Ben McDonald

President – Sorrento Cricket Club

0449 718 461

We look forward to welcoming you as a valued partner of Sorrento Cricket Club for the 2026/27 season and beyond.

Current Club Partners

Linfox
Portsea Estate Wines
Paul Connors Sports Management
New Balance
Belgravia
Cygnet Capital Investment Group
Carlton & United Breweries
Big Event Picnic Tables
Australian Seed & Turf Farm
Mornington Mitsubishi & Isuzu
Coast Com
Hotel Sorrento
Cheviot Pools
Grant Construction
Jackie Green
Davern & Co Accountants
Buxton Mornington Peninsula
Sunstar
Office Choice
Continental Hotel Sorrento
Wilmark Landscape Design
Super Hosts
Bendigo Bank (Dromana, Rosebud & Rye Branches)
Anthony Ring Excavations
Jayden Morgan Plumbing

Partnership Packages

Social Membership – \$25

- Membership Card
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Player Sponsor Partner – \$100

- Membership Card
 - Sorrento Sharks Cap
 - Sorrento Sharks Stubbie Holder
 - One Complimentary Drink
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Silver Partner – \$1,000

- Logo displayed in Club Sponsor Slideshow
 - Business logo featured on Club Website
 - Two Facebook sponsor advertisements
 - Logo displayed on Melbourne Road and Hotham Road entrance boards
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Gold Partner – \$2,500

- Large Ground Signage Board
 - Logo displayed in Club Sponsor Slideshow
 - Business logo featured on Club Website
 - Four Facebook sponsor advertisements
 - Large logo placement on Melbourne Road and Hotham Road entrance boards
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Platinum Partner – \$5,000

- Naming Rights to One Training Net Lane with XL Banner
 - Premier Sponsorship Placement on FrogBox Live Streams
 - Advertising on Club Scoreboard
 - Premium Website Listing with Business Link
 - Facebook and Instagram Promotion
 - XL Double Ground Signage Boards
 - Logo displayed in Club Sponsor Slideshow
 - Six Facebook sponsor advertisements
 - Large logo placement on Melbourne Road and Hotham Road entrance boards
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Premium Partner – \$10,000

- Naming Rights to Two Training Net Lanes with XL Banners
- Business Logo on All Senior Playing Apparel
- Premier Sponsorship Placement on FrogBox Live Streams

- Advertising on Club Scoreboard
- Premium Website Listing with Business Link
- Facebook and Instagram Promotion
- XL Double Ground Signage Boards
- Logo displayed in Club Sponsor Slideshow
- Fifteen Facebook sponsor advertisements
- Large logo placement on Melbourne Road and Hotham Road entrance boards

Premium Partnership Benefits

As our premier commercial partner, your business will enjoy the highest level of exposure across our club, facilities, apparel, digital platforms, live streaming, and community engagement initiatives throughout the season.